

## EVENING TELEGRAM TO MOVE IN APRIL INTO BIGGER HOME

Frank A. Munsey Leases Six  
Story Structure, 7th Ave-  
nue and 16th Street.

PLANT WILL BE IDEAL  
Extensive Improvements to  
Be Made, Providing Best  
Facilities.

NEW SITE ADVANTAGEOUS

Adapted to Rapid Distribution  
of Newspaper by Motor  
and by Mail.

Arrangements have been perfected to house *The Evening Telegram* in a new home at the southeast corner of Seventh avenue and Sixteenth street. The afternoon newspaper which for nearly thirty years shared with its big brother, *The New York Herald*, the historic building that gave to Herald Square its name and its character, is expected to vacate the old home and to enter the new one about the middle of April. When it does so it will have at its command a modern, up to date mechanical plant and such facilities as will represent the last word in newspaper efficiency and convenience.

The Seventh avenue structure from which *The Evening Telegram* will issue after May 1 is owned by James L. Van Allen of Newport and London. Acting for him, the Charles F. Noyes Company and Cammann, Voorhees & Floyd have leased it to Frank A. Munsey, proprietor of *The Evening Telegram*, at an aggregate rental of approximately \$1,000,000. The structure is a modern six story building containing nearly 100,000 square feet of ideal space. It has 227 feet of street frontage.

**Extensive Improvements.**  
Mr. Munsey, the lessee, will immediately make extensive improvements to adapt the building perfectly to its new purposes, and when the premises are occupied by the afternoon newspaper it will have nearly three times the space that is now afforded in the old Herald Building, at Broadway and Thirty-fifth street.

New passenger elevators will be installed, other extensive improvements will be made and the upper floors of the building will be converted into fine office apartments. Until recently the building was occupied by the British-American Tobacco Company, which manufactured 50,000,000 cigarettes a week, not one of them smoked in America, as they were turned out exclusively for the export trade. In quitting the building at Seventh avenue and Sixteenth street the tobacco corporation is also quitting America. Its cigarettes for export hereafter will be manufactured in China.

In consummating the lease of the property Mr. Van Allen's attorneys were Olin, Clark & Phelps, while Mr. Munsey's interests were represented by Barber, Watson & Gibboney.

Two new presses for *The Evening Telegram*'s modern equipment already have been completed. A third—a gigantic octuple machine—is now being built. With the installation of this new machine will go new stereotyping machinery, reinforced and improved composing room facilities and equipment and every modern device requisite to make the establishment a model of its kind.

**Site's Many Advantages.**

Careful thought was given to the selection of a desirable location. The site chosen has many advantages. Seventh avenue, both north and south of the Pennsylvania Railroad Terminal, is being rapidly metamorphosed into one of the most important of the city's great, broad arteries of traffic and industry. Beneath it runs the main line of the West Side subway, giving easy transit facilities to the northward or southward. The Sixteenth street corner is centrally located between the downtown and uptown business sections. Two blocks south of it runs Fourteenth street, with its subway tube soon to be completed and to give speedy access into Brooklyn borough beneath the East River.

The new site also is sufficiently close to the Pennsylvania Terminal and to the Post Office building immediately west of it. For rapid distribution of an afternoon newspaper issue by means of motor trucks the broad, hard surface of Seventh avenue, with room enough between curbs to avert serious traffic congestion, presents extraordinary advantages.

*The Evening Telegram*, the last to leave the old home in Herald Square, was the first established there, having got out its first number in that structure on July 17, 1893. *The New York Herald* was not published there until August 30 of that year.

The triangular site is the property of the Manice estate, and upon it James Gordon Bennett acquired a thirty year ground lease, which expires April 30. At the time the lease was made the lot was occupied by a structure on the ground floor of which was a grocery and provision market, while up stairs was the armory of the Seventy-first Infantry, N. Y. N. G. Mr. Bennett consulted the late Stanford White, the eminent architect, on the question of designing a replica of the palace of the Doges in Venice as his newspaper building, but learning that the Venetian structure was not the original, that having been destroyed by earthquake, Mr. Bennett's final choice was a replica of the charming Palazzo del Consiglio, or city hall, of Verona, designed by Fra Giocondo between 1475 and 1476 and 1493.

That is the structure now standing and the occupancy of which by *The New York Herald* and *The Evening Telegram* in the summer of 1893 was regarded as bold to the point of eccentricity because it was "so far up town" as a newspaper. Stanford White was the architect and David King was the builder.

Herald square at that time did not have the McAlpin Hotel, the Martinique, the Marbridge or Monolith buildings or the big stores of R. H. Macy & Co., Saks & Co., Gimbel Bros., Rogers, Post & Co. and a score of others which since thirty years ago have given to that section the distinction of being one of the greatest shopping centres in the metropolis. In these thirty years real estate values have expanded fabulously. The triangle of land on which the Herald building stands has attained an assessed valuation of \$3,000,000, a figure which, of course, is distinctly prohibitory for

## New Home of "The Evening Telegram" in Seventh Avenue



what is essentially a manufacturing enterprise, particularly if that enterprise, as in the case of the Verona palace replica, has no provision for the accommodation of other tenants whose rentals would help defray the costs of carrying so large an investment.

The old home of *The Evening Telegram* has had many unique and beautiful features, though it is inevitable that the paper should be more comfortable in its new one. The plate glass windows revealing to all Broadway the mysteries and marvels of a modern newspaper pressroom have been one of the most popular attractions of the old Herald Building. Others are the blinding ovals standing along its eaves like solemn bronze videttes; the clock and the bronze Minerva gracing the Thirty-fifth street facade and the mellow bell on which the swinging ledges of those bronze Goliaths, variously known to the irreverent as "Gog and Magog" or "Guff and Stuff," tirelessly ring out the fleeting hours.

With the expiration of the thirty year lease of the Herald Building site on April 30 the property reverts to the Manice estate. Should that owner of the realty then or later elect to dismantle the present building for the purpose of erecting one of a type more likely to be economically profitable, the bronze ovals, the bronze Minerva, the clock, "Gog and Magog," the several bronze tablets of a commemorative character affixed on the structure's exterior and interior and all other fixtures distinctly associated with the personality of *The New York Herald* and *The Evening Telegram* remain in the ownership of Frank A. Munsey, the present proprietor of those newspapers, who will see that they receive proper sanctuary.

### COMMISSIONER WHALEN ATTACKED BY COUNSEL

### Brooklyn City Railroad Ap- plies to Hold Up Trolley.

Declaring that "he had no reliance on any statement or intention on the part of Grover A. Whalen, Commissioner of Plant and Structures," under whom the city proposes to operate a municipal trolley line over the Williamsburg Bridge, William N. Dykman, counsel for the Brooklyn City Railroad Company, made application yesterday to Justice Kirby of the Supreme Court in Brooklyn for continuance of a temporary injunction recently granted to restrain the city from crossing the company's tracks with the municipal tracks at the Brooklyn end of the bridge. The attorney asked that the injunction be continued in force until a commission could be appointed to report on the crossover and the feasibility of the city's plans. Justice Kirby reserved decision.

"If we were dealing with a railroad company which we could trust, we would not ask a continuance of this injunction," said Mr. Dykman, "but we have no reliance on any statement or intention on the part of the Commissioner of Plant and Structures."

Joseph A. Devereux, Assistant Corporation Counsel, representing the city, declared the company should "not be allowed to use the courts to hold up the city in this way." He said the city is willing to safeguard the crossover by the use of gates and gatesmen.

### CROWD ATTACKS CAR IN HEART OF ALBANY

### Strikebreaker Beaten Before Police Reach Scene.

**Special Dispatch to THE NEW YORK HERALD.**  
ALBANY, Feb. 21.—A crowd of more than 2,000 strikers and sympathizers stormed a strikebreaker manned car of the United Traction Company, this afternoon in the heart of the business section. The imported conductor was badly mauled, but the crowd was beaten back by the police after the crew had been chased inside the car.

Another crowd attacked a car in the western section of the city with rocks, bolts and bricks, breaking all the windows and slightly injuring the conductor and motorman.

Today saw the first breaking in the ranks of those who heretofore preferred to patronize the jitneys rather than take chances on the trolley cars. Several hundred men and women living in the Pine Hills, many of them employed in the Capitol, rode down to work this morning. Jitney service was hampered seriously by the snow, and many persons who live a long distance from the business section and unable to get jitneys used the trolley.

In Troy no outbreaks or demonstrations occurred, and no attempt was made to interfere with the cars.

### TWO UP-STATE CITIES OPPOSE TRANSIT BILL

### Elmira and Binghamton Act Against Miller Measure.

ELMIRA, Feb. 21.—The Common Council of this city went on record tonight as opposing any plan or legislative measure that will reduce the mu-

nicipal control of traction or other public utilities. The local Corporation Council was directed to attend a conference of city officials at Albany on Thursday to consider the provisions of Gov. Miller's transit bill.

BINGHAMTON, Feb. 21.—The City Council tonight unanimously adopted a resolution opposing the Knight-Adair traction bills and any legislation taking from the city control and regulation of street car fares.

## JOHNSON TO HELP HYLAN ON TRANSIT

Continued from First Page.

Gov. Miller's measure in Albany March 2. Mr. O'Brien said, however, that Senator Johnson will pass virtually all of his time in New York until the battle is settled definitely, in order that he may be upon the scene of action and constantly in close touch with all aspects of the situation. The Corporation Counsel indicated that the city's fight will be taken to the United States Supreme Court, if necessary.

Senator Johnson will make the constitutionality of the proposed exercise of the State's police power the main issue of his attack, the Corporation Counsel said. Such an exercise of power in the direction of abrogation of contracts, which the Corporation Counsel said is the Governor's idea, is a national question which will command the interest of States and cities throughout the country, he declared. "The exercise of State power as proposed by Gov. Miller is not only unconstitutional, but worse," he added. "It is Socialistic."

Mr. O'Brien was asked the direct question: "How did you and the Mayor arrive at the selection of Senator Johnson?" His reply: "I do not care to go into that question."

The close political alliance between William Randolph Hearst and the California Senator and the publisher's intimate affiliation with the Mayor, however, was regarded generally as the correct answer to the question which Mr. O'Brien excused himself from answering. George A. Glynn, chairman of the Republican State Committee, made this comment last night:

"We should exhaust the processes of law in New York State before we go either to California or to Soviet Russia. The engagement of Senator Johnson is the beginning of William Randolph Hearst's campaign for municipal operation of local transit lines. Gov. Miller has suggested ultimate unification and municipal ownership, but not municipal operation. The farcical Federal Government of the steam roads apparently suits the fancy of Mr. Hearst and Mayor Hylan. The retention of Senator Johnson of California, an ardent advocate of Government operation, is an extraordinary exemplification of the principle of home rule. It is a confession of the inability of Hearst and Hylan to successfully combat Gov. Miller's traction reorganization."

Mr. O'Brien in his formal announcement said:

"I have, after consultation with and approval of Mayor Hylan, secured the services of Senator Hiram W. Johnson, who fought the railroad interests in the State of California and drove them from the control of the State government; who was a dominant factor in the establishment of municipal ownership and operation of street railways in that

State, and who will aid in this fight to uphold and preserve for the people the sacred rights guaranteed to them by the State and Federal constitutions, the bulwark of Government and the palladium of our liberties and our freedom."

### SEES HYLAN ADMISSION IN APPOINTING JOHNSON

### City Committee Calls It Con- fession of Transit Faults.

The appointment of Senator Hiram W. Johnson as special counsel for the city on traction questions is an admission by Mayor Hylan "that the breakdown

of transportation in New York city is so serious" that it can no longer be regarded as purely a local issue. This was the sentiment expressed in a statement approved by the Citizens Transit Committee, which held an organizational meeting yesterday in the Pennsylvania Hotel. The committee supports Gov. Miller's plan for the solution of the city's transit problem.

Attention is called by the committee to Senator Johnson's attitude on traction matters when he was Governor of California. Mr. Johnson did much to make the California State Railroad Commission the final authority over railroads and public utilities, according to the committee. He is said to have lent his support to a constitutional amend-

ment changing the board from a body elected by the people to one appointed by the Governor.

"Gov. Miller has said the traction difficulties of New York city are a matter of deep concern to the State," the statement said. "Mayor Hylan goes further and makes it national. He goes to California for Hiram Johnson for an advocate of that principle."

Gen. Oliver B. Bridgman, to whom Gov. Miller recently outlined his transit plan, was elected permanent chairman of the committee. Herman A. Metz was elected treasurer and George H. Bell secretary. Mr. Bell formerly was Commissioner of Licenses. Alfred E. Marling is chairman of the executive committee.



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2 lb. cans, 30c per can	No. 2 cans, 10c per can
	1 lb. cans, 18c per can
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